



REPORT

TOTAL AUDIENCE PROFILE

SOUTHCOMM BUSINESS MEDIA, LLC
1233 Janesville Ave., Fort Atkinson, WI 53538
800.547.7377 ■ Southcomm.com

For Period of January-March 2016

Dealer Success Guide

PROFILE OF MARKET SERVED:

Dealer Success Guide is a companion publication to Green Industry Pros. It offers insight into critical issues concerning equipment dealers. Print distribution is to the equipment dealer portion of Green Industry Pros' audited circulation.

OVERVIEW



| Audience Profile (Print Copies) | Frequency | Dealer Success Guide Delivered Distribution | Print Circulation December 2015 BPA Statement |
|---------------------------------|-----------|---|---|
| Publications | | | |
| Green Industry Pros | 7 | | 60,002 |
| Dealer Success Guide | | | |
| Dealer Success Guide Supplement | 3 | 9,797 | |

| Audience Profile (Digital Copies) | Frequency | Dealer Success Guide Delivered Distribution | Digital Circulation December 2015 Statement |
|--|-----------|---|---|
| Publications | | | |
| Green Industry Pros with Dealer Success Guide Supplement | 3 | 4,208 | 4,208 |

| Audience Profile | Frequency | Dealer Success Guide Delivered Distribution |
|------------------------|-----------|---|
| Email Marketing | | |
| Dealer Success Guide | Custom | 2,764 |

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Green Industry Pros*.

Deirdre D'Aniello, Publisher

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